City of Barrie

70 Collier Street
P.O. Box 400
Barrie, ON L4M 4T5

Minutes - Final

Heritage Barrie Committee

Wednesday, October 6, 2021 | **6:30 PM** | **Virtual Meeting**

HERITAGE STAKEHOLDERS MEETING

For consideration by the City Building Committee on October 26, 2021

The meeting was called to order by the Chair, Councillor, C. Riepma at 6:31 p.m. The following were in attendance for the meeting:

Present: 7 - Councillor C. Riepma
Councillor J. Harris
Vice Chair C. Froese
C. Colebatch
D. Exel
S. Marchant
D. Moore

Absent: 2 - K. MacKinnon
S. Mackinnon

ALSO PRESENT:
Allandale Neighbourhood Association, B. Mackie
Barrie and District Real Estate Association, L. Brewer
Barrie and District Real Estate Association, J. Price-Greig
Downtown Barrie Business Improvement, K. McKenna
Tourism Barrie, K. Trainor
Tourism Simcoe County, B. Dubeau.

STAFF:
Committee Support Clerk, T. Maynard
Communications Advisor, M. Rumley
Director of Economic and Creative Development, S. Schlichter
Planner, T. Wierzba
Public Art Coordinator, C. Ryan.

The Heritage Barrie Committee met and reports as follows:

WELCOME MESSAGE

Chair, Councillor C. Riepma welcomed the Heritage Barrie Stakeholders to the meeting.

ROUND TABLE INTRODUCTIONS

The Committee members, Heritage Barrie Stakeholders and City staff present introduced themselves.

HERITAGE BARRIE MANDATE AND ACHIEVEMENTS IN 2020-2021

Craig Froese provided a presentation concerning the Heritage Barrie Committee Mandate and Achievements between 2020-2021

He discussed slides concerning the following topics:

- The City of Barrie's Historic Neighbourhoods and designated properties;
- The mandate of the Heritage Barrie Committee;
- An overview of heritage designation;
- The rationale for designating properties as heritage;
- The Committee's Achievements and Initiatives; and
- A listing of the Heritage Week 2020 Community Partners.

Members of Committee and Heritage Stakeholders asked a number of questions of Mr. Froese and City staff and received responses.

DISCUSSION CONCERNING THE FOLLOWING TOPICS:

The Committee and Heritage Stakeholders in attendance discussed the following topics:

Communication Strategy:

- To increase promotion of heritage through the City's website advertising and social media platforms including the use of promotional brochures;
- To work with City staff to develop a communications plan to promote heritage;
- To develop a coordinated approach amongst heritage stakeholder groups using their own organizations social platforms to promote heritage type events and initiatives; and
- The opportunity to engage or partner with other City departments on cultural and heritage initiatives or events.

Growing Heritage Tourism

- The opportunities to promote and preserve downtown Barrie's heritage;
- The engagement with staff in the Economic and Creative Development Department on the Tourism Master Plan and Public Art;
- The participation and potential partnership with stakeholders on Doors Open Simcoe County event; and
- The use of community partners and stakeholders social media platforms to communicate and promote heritage content and events.

Public Art and Murals

- Engage with staff in the Economic and Creative Development Department on long term plans related to public art, a mural program for the community and the Heritage Barrie Committee initiative of heritage utility box wraps.

Heritage Awards

- Engage residents in the nomination process for Heritage Barrie Awards;
- Work with community partners and stakeholders social media platforms to communicate and promote the Heritage Barrie Awards; and
- Possibility of promoting the City's heritage through the Downtown Business Improvements Association (BIA) Christmas Ornaments.

Stephannie Schlichter, Director of Economic and Creative Development advised that staff in the Economic and Creative Development Department will provide a presentation to the Heritage Barrie Committee concerning the Tourism Master Plan and Public Art Program at a future meeting.

QUESTION AND ANSWER PERIOD

There were no questions from members of the Committee and Heritage Stakeholders.

CLOSING REMARKS AND NEXT STEPS

Councillor, C. Riepma provided closing remarks and thanked the Stakeholders for attending the meeting and providing their suggestions on potential opportunities for the Heritage Barrie Committee to promote and communicate their initiatives and projects.

The meeting adjourned at 8:20 p.m.

CHAIRMAN